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Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 W
---------- 076720
R 120837Z NOV 74
FM AMEMBASSY BUCHAREST
TO SECSTATE WASHDC 843
INFO AMEMBASSY VIENNA
AMEMBASSY BELGRADE
AMEMBASSY WARSAW

UNCLAS BUCHAREST 5239

FOR OIM/SAO/RYNO FROM MOLNAR

E.O. 11652: N/A
TAGS: BEXP, PL, YU, AU
SUBJECT: TELECOMMUNICATIONS TECHNICAL SALES SEMINAR,
(TELEC TSS) ROMANIA, OCTOBER 1 - 5, 1974.

REF: STATE 226582 AND PREVIOUS

1. SUBJECT TELEC. TSS SUCCESSFULLY COMPLETED ROMANIAN PORTION OF TRIP WITH SEMINAR SESSION HELD ON OCTOBER 1 AND 2, FOLLOWED BY PLANT VISITS (TWO) AND VISITS TO RESEARCH INSTITUTE FOR TELECOMMUNICATIONS AND THE INSTITUTE FOR INDUSTRIAL AUTOMATION.

2. SEMINAR ATTENDANCE VARIED FROM 45 TO 50 CONSISTING OF HIGH LEVEL TECHNICAL ADMINISTRATIVE PERSONNEL OF MINISTRIES OF TRANSPORTATION AND TELECOMMUNICATIONS, MACHINE TOOLS AND ELECTRONICS IN ADDITION TO INSTITUTES AND INDUSTRY REPRESENTATIVES.

3. MAJOR TELECOMMUNICATIONS NEEDS (OPPORTUNITIES) IDENTIFIED ARE: SWITCHING, RADIO AND TV BROADCASTING, MOBILE RADIO AND DATA TRANSMISSION.

4. SALES REPORTED FOR THE NEXT 6 MONTHS ARE $180,000. PROJECTED SALES FOR THE NEXT 12/24 MONTHS
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PERIOD ARE ESTIMATED AT $1,960,000. BASED ON FRANK

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AND OPEN TECHNICAL DISCUSSIONS, ADDITIONAL SALES
OPPORTUNITIES MAY MATERIALIZE OVER THE NEXT 2 TO 4
YEARS VALUED AT $ 4 MILLION IN THE SATELLITE TRANSMISSION
FIELD AND BETWEEN $20 TO 40 MILLION IN MOBILE
RADIO SYSTEMS. FOR OLD TO MARKET FIRMS THE VISIT WAS
QUITE SUCCESSFUL IN SUPPORTING EXISTING SALES AND
PROSPECTS.

5. SEMINAR MEMBERS WITH ESTABLISHED REPRESENTATION
STATED THAT DURING THE STAY OF THE TELEC. TSS, MORE
DOORS OPENED FOR THEM THAN DURING AN ENTIRE
YEAR WORKING THROUGH LOCAL REPRESENTATIVES. SEMINARS
WERE WELL RECEIVED AND IMMEDIATE DIALOGUE WAS
ESTABLISHED BETWEEN SEMINAR PARTICIPANTS AND ATTENDEES
WHICH CONTINUED DURING PLANT AND INSTITUTES VISITS,
ALL RESULTING IN MANY USEFUL CONTACTS, PROBABLE JOINT
VENTURE OPPORTUNITIES AND LICENSING ARRANGEMENTS; HOW-
EVER, EXPORT CONTROL RESTRICTIONS, PARTICULARLY IN AREAS
WHERE EQUIPMENT COULD BE OBTAINED FROM OTHER THAN U.S.
SOURCES, MAY LIMIT SALES IN SOME LEVEL OF THE AREAS OF OPPORTU-
NITIES, IDENTIFIED. TECHNICAL LEVEL OF THE ROMANIANS IS
ADEQUATE TO HOLD THEIR OWN WITH ANY HIGH TECHNOLOGY
U.S. COMPANY.

6. THE EMBASSY SUPPORT FOR THE TSS IS GREATLY APPRECIATED
IN PARTICULAR MR. SIDNEY SMITH, SCIENCE ATTACHE AND HIS
SECRETARY WHO IT SEEMS SINGLE-HANDEDLY MADE ALL FINAL
ARRANGEMENTS NEEDED DURING THE VISIT. ADDITIONAL CONTACTS
WITH FOREIGN TRADE ORGANIZATIONS, ELECTRONUM AND
NAVIMPEX WOULD HAVE BEEN USEFUL.

7. THE TELEC. TSS TECHNIQUE AS SEEN BY THE PARTICIPANTS
SEEMS TO BE VERY EFFECTIVE IN ROMANIA AND
SHOULD BE CONSIDERED AS A FIRST STEP IN THE DEVELOP-
MENT OF A SERIES OF SPECIFIC SEMINARS WHICH ARE FOCUSED
AND MORE DETAILED. A SEMINAR SIZE OF 6-8 PARTICIPANTS WOULD BE
ADEQUATE AND MEMBERS SHOULD HAVE SKILLS IN MANUFACTURING, R AND D,
GOVERNMENT, APPLICATIONS ENGINEERING, MARKETING, SYSTEMS OPERATIONS
AND USERS.

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8. BUDGET ANALYSIS.
NOTE: NEW EXCHANGE RATE AS OF OCTOBER 1, 1974:
LEI 11.88 $1.00
APP. 17 PERCENT ADDED COST.

COMMERCE BUDGET	ESTIMATED	ACTUAL	PLUS/MINUS
CHAIRMAN SUITE	450	422.77	-27.23
SEMINAR ROOM	21	283.33	PLUS73.33

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TRANSPORTATION 475 NOT YET AVAILABLE
INTERPRETERS 150 224.53 PLUS74.53
PRINTING 150 25.00 -125.00
PHOTOGRAPHER 100 40.40 59.60
TOTAL 1,535 996.03

HOSPITALITY BUDGET

COFFEE BREAKS 150 145 -5.
RECEPTION 150 145 -5
DINNER 450 395 -55
REFRESHMENTS 80 150 PLUS 70
TOTAL $830 $817

9) COMMENT: CABLE DELAYED AWAITING FINAL BUDGET
ANALYSIS.
TRANSPORTATION BILL NOT YET RECEIVED.
BARNES

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUCHAR05239
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740325-1092
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741152/aaaabrqr.tel
Line Count: 133
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 226582 AND PREVIOUS
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUL 2002 by chicheje>; APPROVED <18 JUL 2002 by golinofr>
Review Markings:

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EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TELECOMMUNICATIONS TECHNICAL SALES SEMINAR, (TELEC TSS) ROMANIA, OCTOBER 1 - 5, 1974.
TAGS: BEXP, PL, AU
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Type: TE
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